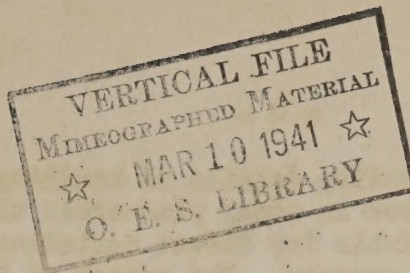


U. S. Dept. Agri.
Washington



February 7, 1941.

Outline for Educational Program for Supplementary
Cotton and Home Food Production and Storage Program

It is essential that all agencies give all possible aid in carrying out the supplementary cotton and home food production and storage program. This outline for the educational program has been developed to facilitate the closest coordination and cooperation among all agencies in this important task. This outline is based largely on suggestions made by three committees in a recent meeting of Extension and other agencies in Atlanta.

OBJECTIVE: To quickly explain to farm and urban people provisions of the supplementary cotton adjustment program and to marshal all possible forces behind that and other programs that further home food production and storage in the South as a means of further reducing cotton production, increasing consumption of cotton goods, increasing home food production and assuring better nutrition among all groups.

AGENCIES COOPERATING: Most immediate job to be done is a quick intensive educational campaign to explain how farmers can get and use stamps and get added payments for home food production and storage under the supplementary program, to further explain other phases of the AAA, SMA, and other programs that give farmers assistance in home food production, and to solicit the understanding and general support of business, civic, and professional groups and urban people generally. This will largely be the job of Extension Service with help from the AAA, SMA, and other agencies.

AAA committees will give further detail explanation of the program to individual farmers, sign up farmers' intentions to cooperate, check performance, and handling other administrative phases of the program. AAA offices will make accessible to extension agents the names of farmers who express intentions to participate in the supplementary program and work with the agents in every way possible to encourage additional home food production and storage on those farms.

The Surplus Marketing Administration, in addition to providing and redeeming the stamps and assisting in the general educational effort, will cooperate directly with the Extension Service and the AAA in more detailed explanation to merchants

and bankers of operation details of handling stamps. SMA local representatives in stamp plan areas throughout the South will be available for direct assistance in this phase of the educational program. The number of these representatives will be increased by summer at which time they can be of greater assistance than the present limited field staff.

The FSA, SCS, FCA, and other agencies of the Department will inform their field workers of the objectives and provisions of the program and instruct them to assist in any way possible. The FSA will further assume responsibility of explaining the program to all FSA clients and help them to make best possible use of the provisions of the program in increasing home food production and storage.

PLAN: Because of the big educational job that must be done and the necessity for speed since cotton and garden planting time is upon us, it is suggested that the Extension Director as soon as possible after explanation of the provisions of the supplementary cotton and home food production and storage program at New Orleans call together key extension workers and representatives of other agencies in the State that can help and lay plans for a unified program of explaining the program to farm and urban people and for intensifying existing home food production and storage programs in the State in every way possible.

FOR REACHING FARM PEOPLE: Further suggestions are:

- (1). That State and district extension agents make immediate plans to place provisions for the supplementary program before all county and home demonstration agents and urge them that nothing in the new program or existing programs be overlooked that would further home food production and storage.
- (2). That extension editors in cooperation with information workers of other agencies plan an intensive home food production and storage campaign in connection with explaining the supplementary program in newspapers, radio programs and magazines. That every effort also be made to furnish county agents with news stories and radio flashes for localization and use with visual aids and other background material that they can use in educational work.
- (3). That State Home Demonstration workers and other extension specialists make a special effort to fit provisions of the supplementary program into the food preservation, gardening, nutrition, clothing, and other programs to the end of strengthening activities along those lines. Examples of useful material:

- (a) Lessons in home food production needs and ways they can be met for home demonstration clubs, 4-H Clubs and other groups.
 - (b) Work with the FSA in preparation of material for distribution to FSA clients, and with other agencies in preparation of material they could use.
 - (c) Prepare material for distribution or use at such places as mattress-making centers.
 - (d) Prepare material on clothing needs of the farm family and wise buying of cotton goods with cotton stamps.
- (4). That county and home demonstration agents in cooperation with local representatives of AAA and other agencies make immediate plans to see that all farm people in the county thoroughly understand the provisions of the supplementary program as well as other programs that would help them in home food production and storage. To do this they will want to use club meetings, news stories, radio talks, circular letters to farmers and homemakers, and every other possible educational device.
- (5). That Negro agents make special efforts to reach Negro farmers and homemakers in addition to work by white agents with Negroes.

FOR REACHING URBAN PEOPLE: Further suggestions are:

- (1). That the State Director designate a civic contact committee composed of the various agencies. This committee to work out plans for soliciting the support of such business, civic, and professional groups as merchant associations, key bankers, Chambers of Commerce, Kiwanis, Rotary, Civitans, Lions, Young Men's Business Clubs, Business and Professional Women's Clubs, Parents' and Teachers' Association, American Legion and Auxiliary and rural-urban groups.

That this committee -

- (a) Invite personally or for the Director, a representative of such business, civic, and professional groups to the most convenient meeting at which the supplementary cotton and home food production and storage program will be explained.
- (b) Work with this representative in every way possible to explain the program to the persons in their organization.

(c) Provide speakers to explain the supplementary cotton program, the need for further reduction of cotton acreage, home food production and storage, and objectives of the campaign to such groups.

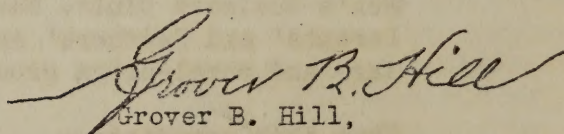
(2). That the county agent, home demonstration agent, AAA committeemen, FSA supervisor, and others get together and develop unified plans to explain the program to local business, civic, and professional groups and solicit their support. They may be able to work out how much it would mean to the county in dollars and cents as well as better farming, better health and nutrition of all groups of people, and better business for the county if every farmer earned all the stamps and extra garden payments possible under the program. These would be goals the civic groups and newspapers might well like to help strive for.

(3). That extension editors plan to prepare news releases and radio programs with business or civic angle of the supplementary cotton and home food production and storage program and use business and civic club publications to explain the program.

(4). That clothing specialists and district home demonstration agents conduct program through home agents to inform merchants of the type of cotton goods to be stocked, this program to be coordinated with the program to inform farm people of the most efficient use of cotton stamps.

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APPROVED:


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